

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1-25 (canceled)

Claim 26 (currently amended): A lighted pole and banner assembly comprising:

a support comprising a hollow cylinder having no openings in its lateral surface;

a single banner assembly comprising a banner attached directly to said lateral surface of said cylinder; and

a light source disposed within said support and illuminating substantially the entire length of said support;

said light source illuminating an entire circumference of said support so that illumination of substantially the entire length of the support is visible from any sufficiently close exterior position around said support;

said banner assembly not obstructing visibility of illumination of said support along substantially said entire length of said support; and

said light source illuminating said banner.

Claim 27 (canceled): ~~The lighted pole and banner assembly of claim 26 wherein said light source illuminates said elongated support substantially along an entire length of said support.~~

Claim 28 (canceled): ~~The lighted pole and banner assembly of claim 27 wherein said light source illuminates said support substantially along its entire length with uninterrupted illumination.~~

Claim 29 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support is clear.

Claim 30 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support is transparent.

Claim 31 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support is luminescent.

Claim 32 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support is translucent.

Claim 33 (canceled)

Claim 34 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support comprises a plurality of sections.

Claim 35 (previously presented): The lighted pole and banner assembly of claim 34 wherein at least two of said sections comprise a different light illuminating quality selected from the group consisting of clear, transparent, luminescent, translucent and opaque.

Claim 36 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises light emitting diodes.

Claim 37 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises a rope light.

Claim 38 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support comprises two ends with said light source disposed therebetween.

Claim 39 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises neon.

Claim 40 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises a fluorescent light.

Claim 41 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises a filament lamp.

Claim 42 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises fiber optics.

Claim 43 (previously presented): The lighted pole and banner assembly of claim 34 wherein at least two of said sections comprise a different color.

Claim 44 (previously presented): The lighted pole and banner assembly of claim 43 comprising at least three sections and one of each said sections comprises a different color of red, white and blue.

Claim 45 (previously presented): The lighted pole and banner assembly of claim 34 wherein at least two of said sections comprise a different brightness.

Claim 46 (previously presented): The lighted pole and banner assembly of claim 45 wherein said support comprises a brighter section proximate to said banner and a less bright section away from said banner.

Claim 47 (previously presented): The lighted pole and banner assembly of claim 34 wherein said sections are integral to each other.

Claim 48 (previously presented): The lighted pole and banner assembly of claim 34 wherein said sections are separate and connected to each other.

Claim 49 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises blinking lights.

Claim 50 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises sequential lighting.

Claim 51 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support further comprises an ornamental design.

Claim 52 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support comprises a polymeric material.

Claim 53 (previously presented): The lighted pole and banner assembly of claim 52 wherein said support comprises acrylic.

Claim 54 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises a colored light source.

Claim 55 (previously presented): The lighted pole and banner assembly of claim 54 wherein said colored light source varies in time.

Claim 56 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source comprises a varying brightness in time.

Claim 57 (previously presented): The lighted pole and banner assembly of claim 26 wherein said light source is powered by at least one power source selected from the group consisting of electrical current supplied by a power grid, a transformer, a generator, a battery, a vehicle 12 volt adaptor, a vehicle cigarette lighter, and a solar cell.

Claim 58 (previously presented): The lighted pole and banner assembly of claim 26 wherein said support is mounted to a transportation vehicle.

Claim 59 (previously presented): The lighted pole and banner assembly of claim 26 further comprising a holder for mounting.

Claim 60 (previously presented): The lighted pole and banner assembly of claim 26 further comprising an electrical cord.

Claim 61 (previously presented): The lighted pole and banner assembly of claim 59 further comprising an electrical cord and said holder accommodates said electrical cord.

Claim 62 (previously presented): The lighted pole and banner assembly of claim 59 wherein said holder comprises a bracket comprising two arms.

Claim 63 (currently amended): A method for illuminating a banner and banner support comprising the steps of:

providing a support comprising a hollow cylinder having no openings in its lateral surface;

disposing a light source within the support;

~~attaching a single banner directly to the lateral surface of the cylinder;~~

illuminating substantially an entire length of the support;

illuminating an entire circumference of the support so that illumination of substantially the entire length of the support is visible from any sufficiently close exterior position around the support; ~~and~~

attaching a banner assembly comprising a banner to the lateral surface of the cylinder while not obstructing visibility of the illumination along the substantially entire length of the support; and

illuminating the banner.

Claim 64 (canceled)

Claim 65 (canceled): ~~The method of claim 64 wherein the step of illuminating the support comprises illuminating along the entire length of the elongated support with uninterrupted illumination.~~

Claim 66 (previously presented): The method of claim 63 wherein the support has at least one light transmitting property selected from the group consisting of clear, transparent, luminescent, and translucent.

Claim 67 (previously presented): The method of claim 63 wherein the support comprises at least two sections.

Claim 68 (previously presented): The method of claim 67 wherein at least two of the sections of the support comprise a different light illuminating quality selected from the group consisting of clear, transparent, luminescent, translucent and opaque.

Claim 69 (previously presented): The method of claim 63 wherein the light source comprises light emitting diodes.

Claim 70 (previously presented): The method of claim 63 wherein the light source comprises a rope light.

Claim 71 (previously presented): The method of claim 63 wherein the support comprises two ends with the light source disposed therebetween.

Claim 72 (previously presented): The method of claim 63 wherein the light source comprises neon.

Claim 73 (previously presented): The method of claim 63 wherein the light source comprises a fluorescent light.

Claim 74 (previously presented): The method of claim 63 wherein the light source comprises a filament lamp,

Claim 75 (previously presented): The method of claim 63 wherein the light source comprises fiber optics.

Claim 76 (previously presented): The method of claim 67 comprising illuminating at least two of the sections with a different color.

Claim 77 (previously presented): The method of claim 76 comprising at least three sections and further comprising the steps of illuminating, one section illuminating with a color of red, illuminating another section with a color of white; and illuminating another section with a color of blue.

Claim 78 (previously presented): The method of claim 67 further comprising the step of differing the brightness among sections.

Claim 79 (previously presented): The method of claim 78 wherein the step of differing the brightness among sections comprises having a greater brightness proximate to the banner and having a lesser brightness away from the banner.

Claim 80 (previously presented): The method of claim 63 further comprising the step of blinking the light source.

Claim 81 (previously presented): The method of claim 63 further comprising the step of sequentially lighting the light source.

Claim 82 (previously presented): The method of claim 63 wherein the support comprises a polymeric material.

Claim 83 (previously presented): The method of claim 82 wherein the support comprises acrylic.



Claim 84 (previously presented): The method of claim 63 further comprising the step of coloring the light source.

Claim 85 (previously presented): The method of claim 84 further comprising the step of varying the coloring in time.

Claim 86 (previously presented): The method of claim 63 further comprising the step of varying the brightness of the light source in time.

Claim 87 (previously presented): The method of claim 63 further comprising the step of powering the light source by at least one power source selected from the group consisting of electrical current supplied by a power grid, a transformer, a generator, a battery, a vehicle 12 volt adaptor, a vehicle cigarette lighter, and a solar cell.

Claim 88 (previously presented): The method of claim 63 further comprising the step of mounting the support to a transportation vehicle.

Claim 89 (previously presented): The method of claim 63 further comprising the step of mounting the support to a surface.